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In the claims

1-52. (Canceled)

53. (New) A method for generating a subscriber profile from subscriber interactions, the method comprising:

- monitoring subscriber interactions with a multimedia interaction device;
- filtering out irrelevant subscriber interactions;
- retrieving heuristic rules related to at least some subset of the filtered subscriber interactions, wherein the heuristic rules predict demographic traits for a subscriber based on various subscriber interactions; and
- applying the heuristic rules to the filtered subscriber interactions in order to generate a subscriber profile that predicts demographic traits of the subscriber.

54. (New) The method of claim 53, further comprising storing the subscriber profile.

55. (New) The method of claim 53, wherein the heuristic rules are probabilistic in nature.

56. (New) The method of claim 53, wherein the subscriber profile is probabilistic in nature.

57. (New) The method of claim 53, wherein the heuristic rules assign probabilities of the subscriber falling within different categories for various demographic characteristics based on the subscriber interactions.

58. (New) The method of claim 57, wherein the demographic characteristics include at least some subset of age, income, family size and gender.

59. (New) The method of claim 58, wherein the categories include at least some subset of ranges for age, income, and family size.

60. (New) The method of claim 53, wherein the heuristic rules associate subscriber interactions to demographic traits including at least some subset of channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size.

61. (New) The method of claim 53, wherein the heuristic rules are not limited to applying values for specific demographic categories based on programming viewed.

62. (New) The method of claim 53, wherein the heuristic rules also predict product interest traits about the subscriber.

63. (New) The method of claim 53, wherein the subscriber profile also predicts product interest traits of the subscriber.

64. (New) The method of claim 53, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

65. (New) The method of claim 53, further comprising processing the filtered subscriber interactions to generate interaction characteristics for the subscriber.

66. (New) The method of claim 65, wherein said processing includes aggregating the subscriber interactions.

67. (New) The method of claim 65, wherein said processing includes processing the subscriber interactions for an interaction session to generate session interaction characteristics for the interaction session.

68. (New) The method of claim 67, wherein
said retrieving includes retrieving heuristic rules associated with the session viewing characteristics; and
said generating includes generating a session subscriber profile by applying the heuristic rules to the session viewing characteristics.

69. (New) The method of claim 65, wherein said processing includes processing the subscriber interactions for multiple interaction sessions to generate average interaction characteristics for the multiple viewing sessions.

70. (New) The method of claim 69, wherein
said retrieving includes retrieving heuristic rules associated with the average interaction characteristics; and
said generating includes generating an average subscriber profile by applying the heuristic rules to the average interaction characteristics.

71. (New) The method of claim 65, wherein the interaction characteristics do not identify raw subscriber interaction data.

72. (New) The method of claim 65, wherein the interaction characteristics include at least some subset of
viewing time per channel, category, and network;
channel changes per time period;
average volume per time period, channel, category, and network; and
dwell time per channel, category, and network.

73. (New) The method of claim 53, wherein said filtering includes evaluating channel change commands and associated viewing times.

74. (New) The method of claim 73, said filtering includes filtering out any channel change commands if associated viewing times are below a pre-determined threshold.

75. (New) The method of claim 53, said filtering includes filtering out any interaction periods having no subscriber interactions monitored within a pre-determined period of time.

76. (New) A method for generating a subscriber profile based on subscriber interactions, the method comprising:

monitoring subscriber interactions with a multimedia interaction device;
processing the subscriber interactions to create a first representation of a subscriber;

retrieving heuristic rules associated with at least a portion of the first representation, wherein the heuristic rules predict demographic traits for the subscriber based on the first representation; and

applying the heuristic rules to the first representation to generate a subscriber profile, wherein the subscriber profile defines a second representation of the subscriber that includes demographic traits.

77. (New) The method of claim 76, further comprising filtering out irrelevant subscriber interactions.

78. (New) The method of claim 77, wherein said filtering includes evaluating channel change commands and associated viewing times.

79. (New) The method of claim 78, said filtering includes filtering out any channel change commands if associated viewing times are below a pre-determined threshold.

80. (New) The method of claim 77, said filtering includes filtering out any interaction periods having no subscriber interactions monitored within a pre-determined period of time.

81. (New) The method of claim 76, wherein the first representation includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwelt time per channel, category, and network.

82. (New) The method of claim 76, wherein the heuristic rules assign probabilities of the subscriber falling within different categories for various demographic characteristics based on the first representation.

83. (New) The method of claim 82, wherein the demographic characteristics include at least some subset of age, income, family size and gender.

84. (New) The method of claim 83, wherein the categories include at least some subset of ranges for age, income, and family size.

85. (New) The method of claim 76, wherein the heuristic rules associate subscriber interactions to demographic traits including at least some subset of channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size.

86. (New) The method of claim 76, wherein the heuristic rules are not limited to applying values for specific demographic categories based on programming viewed.

87. (New) A method for generating a subscriber profile, the method comprising:

processing subscriber interactions with a television in order to characterize interaction traits associated with the subscriber, wherein the interaction traits include at least some subset of viewing time, dwell time, channel change rate, and volume;

retrieving heuristic rules associated with at least some subset of the interaction traits, wherein the heuristic rules predict demographic traits for a subscriber based on interaction traits, and wherein interaction trait to demographic trait associations include at

least some subset of channel change speed to gender, channel change speed to income level, program genre to gender, program genre to income level, and program genre to family size; and

generating the subscriber profile by applying the heuristic rules to the interaction traits, wherein the subscriber profile predicts demographic traits of the subscriber.

88. (New) The method of claim 87, wherein said processing includes filtering out irrelevant subscriber interactions.

89. (New) The method of claim 88, wherein said filtering includes evaluating channel change commands and associated viewing times.

90. (New) The method of claim 89, said filtering includes filtering out any channel change commands if associated viewing times are below a pre-determined threshold.

91. (New) The method of claim 88, said filtering includes filtering out any interaction periods having no subscriber interactions monitored within a pre-determined period of time.

92. (New) The method of claim 87, wherein the heuristic rules assign probabilities of the subscriber falling within different categories for various demographic characteristics based on the first representation.

93. (New) The method of claim 92, wherein the demographic characteristics include at least some subset of age, income, family size and gender.

94. (New) The method of claim 93, wherein the categories include at least some subset of ranges for age, income, and family size.

95. (New) The method of claim 87, wherein the heuristic rules are not limited to applying values for specific demographic categories based on programming viewed.